

Jett, Philip

From: Wells-Longshore, Matthew
Sent: Tuesday, December 18, 2018 9:36 PM
To: Morgan@ring.com
Cc: Gibson, Rob; Lertch, Christian; Redfearn, Stephen; Leger, Aaron; lpct@amazon.com; Apreza, Ernesto
Subject: RE: Aurora CO LE Supply Request - Action Required
Attachments: Operation Grinch Grab.pdf

Good Evening Morgan and Team!

Of course we can make adjustments. No worries at all.

We will use the #OperationGrinchGrab for internal and social media platforms, but leave it off of the official press release. I have also removed Amazon's logo.

Please see the new attached press release and verify that everything looks okay.

Thanks,
Matt

Officer Matthew Longshore

Aurora Police Department
Public Information Officer
Media Relations Unit
Office of the Chief of Police
Desk: (303)739-6616
On-Call PIO: (720)432-5095
<http://bit.ly/AuroraPoliceNews>

From: Morgan Culbertson [mailto:morgan.culbertson@ring.com]
Sent: Tuesday, December 18, 2018 9:15 PM
To: Wells-Longshore, Matthew <mwellslo@auroragov.org>
Cc: Gibson, Rob <rogibso@amazon.com>; Lertch, Christian <clertch@auroragov.org>; Redfearn, Stephen <SRedfear@auroragov.org>; Leger, Aaron <legaaron@amazon.com>; lpct@amazon.com; Morgan@ring.com; Apreza, Ernesto <apreza@amazon.com>
Subject: Re: Aurora CO LE Supply Request - Action Required

Hi Matt,

Apologies for the late feedback here! A few edits on behalf of Ring and Amazon's PR team below;

- ? Remove Amazon logo (as it is not the latest version and approval process to be able to use would take too long)
- ? Any chance we can revise the proposed headline? It would make both teams more comfortable moving forward if we could have something more clear and descriptive for the headline (i.e. Aurora PD Announces Package Theft Prevention Initiative) and reserve 'Operation Grinch Grab' for the more

colloquial subheading or in body of release if it is the preferred nickname for the Operations by Aurora PD.

Ring's logo is ok to use so thats all from us for now :)

Thank you!!! And let me know.

Best,

Morgan

Morgan@ring.com

m: [REDACTED]

ABC Action News: [Tampa Police credits app for helping catch serial porch pirate](#)

CBS Miami: [New Technology-Based Security System Replacing Neighborhood Crime Watch](#)

FOX 11: [Green Bay Police partners with new app for "digital neighborhood watch"](#)

KENS5: ['Neighbors' app helps curb community crime](#)

On Tue, Dec 18, 2018 at 10:25 AM Wells-Longshore, Matthew <mwellslo@auroragov.org> wrote:

Hello All,

Please see the attached PDF. There is a current blank space in the second paragraph to fill in if we make any arrests.

If anyone would like to see any adjustments made, please let me know.

Thanks,
Matt

[REDACTED]

Officer Matthew Longshore

Aurora Police Department

Public Information Officer

Media Relations Unit

Office of the Chief of Police

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From: Gibson, Rob [mailto:rogibso@amazon.com]
Sent: Tuesday, December 18, 2018 11:18 AM
To: Lertch, Christian <clertch@auroragov.org>; Redfearn, Stephen <SRedfear@auroragov.org>; Leger, Aaron <legaaron@amazon.com>
Cc: Wells-Longshore, Matthew <mwellslo@auroragov.org>; lpct@amazon.com; 'Morgan@ring.com' <Morgan@ring.com>; Apreza, Ernesto <apreza@amazon.com>
Subject: RE: Aurora CO LE Supply Request - Action Required

Copy that, thanks for the info.

Added our PR folks as well, thanks for all you do.

Rob Gibson

Logistics Loss Prevention – Sr PM, Concessions

345 Boren Ave. N, Seattle, WA 98109

(O) 206.765.4840

rogibso@amazon.com
www.amazon.com

[lpct-interest for updates](#)

From: Lertch, Christian <clertch@auroragov.org>
Sent: Tuesday, December 18, 2018 10:14 AM
To: Redfearn, Stephen <SRedfear@auroragov.org>; Gibson, Rob <rogibso@amazon.com>; Leger, Aaron <legaaron@amazon.com>
Cc: Wells-Longshore, Matthew <mwellslo@auroragov.org>; lpct@amazon.com
Subject: RE: Aurora CO LE Supply Request - Action Required

Good morning,

The APD operation is planned for tomorrow (Wednesday December 19th, 2018) from approximately 1100 hrs to 1900 hrs (11 a.m. to 7 p.m.). We will be focusing on the Southeast area of our City, designated as our APD District 3. PIO Ofc. Longshore is preparing a media release that will be sent out as soon as it is completed. Matt, please make sure that the folks attached to this email receive the release as well.

Thanks,

Christian

Captain Christian T. Lertch

Aurora Police Department

District 2 Deputy Commander

6 Abilene Street

Aurora, Co. 80012

Desk: 303-739-6386

Mobile: [REDACTED]

clertch@auroragov.org

From: Redfearn, Stephen

Sent: Tuesday, December 18, 2018 10:52 AM

To: Gibson, Rob <rogibso@amazon.com>; Leger, Aaron <legaaron@amazon.com>

Cc: Wells-Longshore, Matthew <mwellslo@auroragov.org>; lpct@amazon.com; Lertch, Christian <clertch@auroragov.org>

Subject: RE: Aurora CO LE Supply Request - Action Required

Good morning,

Im still out of the office. Captain Lertch and Officer Longshore have taken the reins on the op. We were looking at Thursday but due to the law enforcement funeral we have her the operation has been moved to Wednesday.

Ofc. Longshore is our PIO also and working on the media part. I have copied both gentlemen on this email.

Thanks,

Steve

From: Gibson, Rob [<mailto:rogibso@amazon.com>]
Sent: Tuesday, December 18, 2018 10:50 AM
To: Redfearn, Stephen <SRedfear@auroragov.org>; Leger, Aaron <legaaron@amazon.com>
Cc: lpct@amazon.com
Subject: RE: Aurora CO LE Supply Request - Action Required

Captain just checking in to see if you have an expected operation date(s) and or any idea on possible media release?

Rob Gibson

Logistics Loss Prevention – Sr PM, Concessions

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